



Shop 52

A Neighborhood Retail Growth Strategy

Shop 52 Goals

Primary:

- Increase retail development in all 52 Cincinnati neighborhoods, especially its underserved neighborhoods.

Secondary:

- Increase awareness of the true value of all 52 Cincinnati neighborhoods.

Key Elements of Shop 52

- 1) Conduct a study analyzing the true population and buying power of Cincinnati
 - Currently being conducted by Social Compact
 - Results for the City of Cincinnati will be available in early May
- 2) Increase public awareness of the true population and buying power of Cincinnati
- 3) Retail recruiting trip to International Council of Shopping Centers convention
 - Use data from Social Compact analysis to sell Cincinnati as an attractive location for retail development
- 4) Additional efforts to recruit retailers to invest in Cincinnati neighborhoods.

Shop 52 in Brief

As part of *Shop 52*, Mayor Mallory is challenging traditional perceptions of the spending power in Cincinnati. The Mayor has partnered with "Social Compact" to conduct a study that will determine Cincinnati's true population by using an alternative methodology to the traditional survey-based census model. The study is overlaying 27 pieces of data, ranging from water consumption to utility usage to credit bureau data, to determine true household populations and the true buying power of Cincinnati.

Mayor Mallory will take this data to the national retail community as part of an argument for increased development in Cincinnati neighborhoods. The approach has seen great success in nine US cities so far; where it has uncovered an average 27% increase in population over US Census Bureau figures and an average of \$1 billion additional dollars in spending power.

<http://www.cincyshop52.com>